

To:

*WAAF FM Public File
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From: Kerry Popp, Producer

Phil Zachary, VP/Market Manager, Entercom- Boston

Re: Public Affairs Quarterly Report

For: 4th Quarter 2014 (October-December)

Date: January 6, 2015

This quarter, WAAF identified the following as community issues:

- 1. Arts & Culture**
- 2. Community Awareness**
- 3. Current Events**
- 4. Education**
- 5. Health**
- 6. History/Politics**
- 7. Personal Well-Being**

WAAF devoted an average of 620 minutes per week this quarter for public affair issues. WAAF identified these issues through on-air awareness, fundraising, and WAAF's public affairs program, Q&A. The following is a complete list of topics aired during the 4th Quarter of 2014.

- 1. Arts & Culture** - *Includes the issues of filmmaking, literature, revolutionary music making, and novel artistry.*

2. **Community Awareness** - *Includes the issues of public transportation and running a charitable organization.*
3. **Current Events** - *Includes the issues of the climate change & allergies, surgical safety, and campaign to end hunger.*
4. **Education** - *Includes the issue: the state of academic publishing.*
5. **Health** - *Includes the issues of Diabetes, high blood pressure, Restless Leg Syndrome, affordable medication, nutrition, exercise, cardiology, and Cancer.*
6. **History/Politics** - *Includes the issues of cultural stereotypes, the local political landscape, Abraham Lincoln, and the economy.*
7. **Personal Well-Being** - *Includes the issues of diet, greening your workout, vitamin D, facing death, flu shots, sleep medicine, training your brain, surviving the holidays, and balancing work, life and family.*

The 3rd Quarter of 2014 (July-September)

ARTS & CULTURE

Topic: *The Birth of a Nation*

Program: *Commonwealth Journal*

Guest: *Dick Lehr, Journalism Professor at Boston University and Author of The Birth of a Nation: How a Legendary Filmmaker and a Crusading Editor Reignited America's Civil War*

Length: 28:34

Aired: November 16, 2014, 6:00 AM

Topic: *Becoming Belafonte*

Program: *Commonwealth Journal*

Guest: *Judith Smith, Author of Becoming Belafonte: Black Artist, Public Radical*

Length: 26:58

Aired: November 23, 2014, 6:00 AM

Topic: *Lies About My Family*

Program: *Commonwealth Journal*

Guest: *Amy Hoffman, Author of Lies About My Family*

Length: 27:08

Aired: November 30, 2014, 5:30 AM

Topic: *All We Had: A Novel*

Program: *Commonwealth Journal*

Guest: *Annie Weatherwax, Sculptor, Painter, and Author of All We Had: A Novel*

Length: 28:33

Aired: November 30, 2014, 6:00 AM

Topic: *Filmmaking on a Global Scale*

Program: *Commonwealth Journal*

Guest: *Reggie Life, Filmmaker*

Length: 27:25

Aired: December 21, 2014, 6:00 AM

COMMUNITY AWARENESS

Topic: *The Evolution of the Orange Line*

Program: *Commonwealth Journal*

Guests: *Jeremy Fox and Andrew Elder, Authors of Boston's Orange Line*

Length: 28:18

Aired: *October 19, 2014, 6:00 AM*

Topic: *The Boston Foundation*

Program: *Commonwealth Journal*

Guest: *Paul Grogan, President and Chief Executive Officer of the Boston Foundation*

Length: 28:24

Aired: *November 2, 2014, 6:00 AM*

CURRENT EVENTS

Topic: *Climate Change & Allergies, Surgical Safety*

Program: *Project Health Radio*

Guests: *Brenda Eckwertzel, Climate Scientist on global warming and allergies; Bill Adams of SurgiCount Safety-Sponge System; Ruth Vaden, Surgical Nurse, Association of Peri-operative Nurses*

Length: 29:00

Aired: *November 23, 2014, 5:30 AM*

Topic: *Share Our Strength's No Kid Hungry Campaign*

Program: *Commonwealth Journal*

Guest: *Billy Shore, Founder and CEO of Share Our Strength*

Length: 28:10

Aired: *December 7, 2014, 6:00 AM*

EDUCATION

Topic: *The State of Academic Publishing*

Program: *Commonwealth Journal*

Guest: *Brian Halley, University of Massachusetts Press Acquisitions Editor*

Length: 26:56

Aired: *December 14, 2014, 6:00 AM*

HEALTH

Topic: *A Chronic Situation*

Program: *Project Health Radio*

Guests: *Beverly Kaski, Special Pharmacist with Medco on the Tour of Champions; Mark Spitz, Olympic Champion with high cholesterol; Bob Beaman, Olympic Champion with Diabetes and high blood pressure*

Length: 29:00

Aired: October 5, 2014, 5:30 AM

Topic: *It Matters to You*

Program: *Project Health Radio*

Guests: *Dr. Gerald Bernstein, Vice President of Medical Affairs for Generex on Diabetes and oral insulin; Georgiana Bell, Executive Director of the Restless Leg Syndrome Foundation; Dr. Karen Smith, Vice President of External Medical Relations for AstraZeneca*

Length: 29:00

Aired: October 19, 2014, 5:30 AM

Topic: *World Diabetes Day; Bad Foods, Bad Moods; Free to Move*

Program: *Project Health Radio*

Guests: *Dr. Jane Delgado, President and CEO of the National Alliance for Hispanic Health; Stuart Tomc, Educator and Former Consultant to the World Health Organization (WHO); Scott Sonnan, Celebrity Fitness Coach*

Length: 29:00

Aired: December 7, 2014, 5:30 AM

Topic: *Health and Happiness*

Program: *Project Health Radio*

Guests: *Dr. Lowell Satler, Interventional Cardiology; Joan Ellis, Author of Connections: A Woman's Guide to Relational Living; Dr. Tim Byers, American Association for Cancer Research*

Length: 29:00

Aired: December 14, 2014, 5:30 AM

HISTORY/POLITICS

Topic: *Cultural Stereotypes*

Program: *Commonwealth Journal*

Guests: *Michael Taylor, Author of Contesting Constructed Indian-ness: The Intersection of the Frontier, Masculinity, and Whiteness in Native American*

Mascot Representations; Anthony Harkins, Author of Hillbilly: A Cultural History of an American Icon; John Kuo Tchen, Co-author of Yellow Peril! An Archive of Anti-Asian Fear

Length: 26:48

Aired: October 5, 2014, 6:00 AM

Topic: A Conversation with Kirsten Hughes

Program: Commonwealth Journal

Guest: Kirsten Hughes, Chair of the Massachusetts Republican Party

Length: 27:28

Aired: October 12, 2014, 6:00 AM

Topic: Lincoln's Tragic Pragmatism

Program: Commonwealth Journal

Guest: John Burt, Author of Lincoln's Tragic Pragmatism: Lincoln, Douglas, and Moral Conflict

Length: 27:12

Aired: October 26, 2014, 6:00 AM

Topic: The Political Landscape

Program: Commonwealth Journal

Guest: Senator Thomas McGee, Chairman of the Transportation Committee and Head of the Massachusetts Democratic Party

Length: 27:40

Aired: November 9, 2014, 6:00 AM

Topic: America the Possible

Program: Commonwealth Journal

Guest: James Gustave Speth, Author of America the Possible: Manifesto for a New Economy (American Crisis S)

Length: 28:01

Aired: December 28, 2014, 6:00 AM

PERSONAL WELL-BEING

Topic: The Non-Diet

Program: Project Health Radio

Guests: Dr. Pamela Peeke, Author of Fit to Live: The 5-Point Plan to be Lean, Strong, and Fearless for Life; Jim Karas, Personal Trainer and Author of The Cardio-Free Diet; Dr. Steven Schnur, Author of The Reality Diet: Lose the Pounds for Good

Length: 29:00

Aired: October 12, 2014, 5:30 AM

Topic: *Building A Better You*

Program: *Project Health Radio*

Guests: *Dr. Cedric Bryant on greening up your workout; Richard St. John, Author of Stupid, Ugly, Unlucky and Rich; David Niven, Author of Simple Secrets to Become Healthy, Wealthy and Wise*

Length: 29:00

Aired: October 26, 2014, 5:30 AM

Topic: *Back to Basics*

Program: *Project Health Radio*

Guests: *Dr. James Dowd, Author of The Vitamin D Cure; Dr. Irvin Yalom, Author of Staring at the Sun: Overcoming the Terror of Death; Curtis Allen of the CDC on flu shots*

Length: 29:00

Aired: November 2, 2014, 5:30 AM

Topic: *Why Am I So Tired?*

Program: *Project Health Radio*

Guests: *Dr. James Cranston, American Academy of Sleep Medicine on reasons you're not sleeping; Dr. Andrew Jameson, American Academy of Sleep Medicine on amount/quality of sleep; Dr. Jim Jones, Research Medical Officer at the CDC on Chronic Fatigue Syndrome; Jeffrey C. May, Author of My Office is Killing Me on your environment and sleep*

Length: 29:00

Aired: November 9, 2014, 5:30 AM

Topic: *Brain Power*

Program: *Project Health Radio*

Guests: *Bruce Friedman, Chairman and CEO of MyBrainTrainer.com; Dr. Majid Fatooei, Author of Crosswords to Keep Your Brain Young; Martha Weinman Lear, Author of Where Did I Leave My Glasses: The What, When, and Why of Normal Memory Loss*

Length: 29:00

Aired: November 16, 2014, 5:30 AM

Topic: *Holiday Happiness*

Program: *Project Health Radio*

Guests: *Marianne McGuiness, Associate Editor of Prevention Magazine; Dr. Eileen Borris, Author of Finding Forgiveness: A 7-Step Program for Letting Go of Anger and Bitterness; Dr. Richard Carlson, Author of Don't Get Scrooged: How to Thrive in a World Full of Obnoxious, Incompetent, Arrogant, and Downright Mean-Spirited People*

Length: 29:00

Aired: *December 21, 2014, 5:30 AM*

Topic: *The Balancing Act*

Program: *Project Health Radio*

Guests: *Lisa Dunning, Family Marriage Therapist; Christina Goyanas, Editor of Women's Health Magazine; Jim Bird, Consultant and CEO of WorkLifeBalance.com*

Length: 29:00

Aired: *December 28, 2014, 5:30 AM*

COMMUNITY FORUM

Topic: *New England Made Gifts for Charity*

Organization: *Dana-Farber Cancer Institute and the Jimmy Fund*

Time: 00:40

Aired: *October 5, 2014*

Topic: *The Dangers of Free Wi-Fi*

Organization: *Better Business Bureau*

Time: 01:30

Aired: *October 5, 2014*

Topic: *CPR Certification Course*

Organization: *Health Ed of New England*

Time: 00:30

Aired: *October 5, 12, 2014*

Topic: *Starry Night Boston at the Franklin Zoo*

Organization: *Pediatric Brain Tumor Foundation and Dana Farber Children's Hospital*

Time: 00:30

Aired: *October 12, 2014*

Topic: *Pedro Zamora Young Leaders Scholarship Program*

Organization: *National AIDS Memorial and UnitedHealthcare*

Time: 00:30

Aired: *October 12, 2014*

Topic: *Volunteers Needed*

Organization: *Horizons for Homeless Children*

Time: 00:60

Aired: *October 12, 2014*

Topic: *Minors Receiving Cell Phone Solicitations from Scammers*

Organization: *Better Business Bureau*

Time: 01:30

Aired: *October 19, 2014*

Topic: *Helping Animals*

Organization: *Worcester Animal Rescue League*

Time: 00:30

Aired: *October 19, November 9, 2014*

Topic: *Screen for Life: National Colorectal Cancer Action Campaign*

Organization: *Centers for Disease Control and Prevention*

Time: 00:30

Aired: *October 19, 2014*

Topic: *Baby Basics/Sudden Infant Death Syndrome*

Organization: *NC Healthy Start Foundation*

Time: 00:30

Aired: *October 19, 2014*

Topic: *Customer Responsibility*

Organization: *Better Business Bureau*

Time: 01:30

Aired: *October 26, 2014*

Topic: *October is Adopt a Shelter Dog Month*

Organization: *Baypath Humane Society*

Time: 00:30

Aired: *October 26, 2014*

Topic: *National Chiropractic Month*

Organization: *Massachusetts Chiropractic Society, Inc.*

Time: 00:30

Aired: *October 26, 2014*

Topic: *Yasmina Reza's God of Carnage*

Organization: *Elements Theatre Company*

Time: 00:30

Aired: *October 26, November 9, 2014*

Topic: *CPR Certification Course*
Organization: *Health Ed of New England*
Time: 00:30
Aired: *November 2, 16, 2014*

Topic: *Fall Home Improvement Tips and Scams to Watch Out For*
Organization: *Better Business Bureau*
Time: 01:30
Aired: *November 2, 2014*

Topic: *Consumer Corner*
Organization: *American Optometric Association*
Time: 00:30
Aired: *November 2, 2014*

Topic: *Adopt a Shelter Dog*
Organization: *Baypath Humane Society*
Time: 00:30
Aired: *November 2, 2014*

Topic: *Disaster Prep for Pets—Emergency Planning*
Organization: *Federal Emergency Management Agency and Fetch Pet Care*
Time: 00:30
Aired: *November 9, 2014*

Topic: *Fall Home Maintenance Checklist*
Organization: *RepairClinic*
Time: 01:30
Aired: *November 9, 16, 2014*

Topic: *“Oscars” of Washington Nomination Time*
Organization: *Service to America Medals*
Time: 00:30
Aired: *November 16, 2014*

Topic: *Thanksgiving is a Word of Action*
Organization: *Fresh Air Fund*
Time: 00:40
Aired: *November 16, 2014*

Topic: *Let’s End the Charity Overhead Myth*
Organization: *Better Business Bureau*
Time: 00:30
Aired: *November 23, 2014*

Topic: *The Importance of Saving for College Early*

Organization: *College Savings Plan Network*

Time: 00:30

Aired: *November 23, 2014*

Topic: *CPR Certification Course*

Organization: *Health Ed of New England*

Time: 00:30

Aired: *November 23, 2014*

Topic: *“Movember” is Men’s Health Month*

Organization: *Movember.com*

Time: 00:60

Aired: *November 23, 30, 2014*

Topic: *Calling All Holiday Shoppers—Adopt-A-Manatee!*

Organization: *Save the Manatee Club*

Time: 00:30

Aired: *November 30, 2014*

Topic: *Holiday Open House*

Organization: *Wayside Antiques & Collectibles*

Time: 00:30

Aired: *November 30, 2014*

Topic: *Healthy Habits for the Holidays*

Organization: *Tune Into Wellness*

Time: 00:60

Aired: *November 30, December 7, 14, 21, 2014*

Topic: *How to Avoid Wasting Electricity and Lower Your Energy Bill*

Organization: *Better Business Bureau*

Time: 01:30

Aired: *December 7, 2014*

Topic: *Free Car Care Guide*

Organization: *Car Care Council*

Time: 00:30

Aired: *December 7, 2014*

Topic: *Pointers for Parents*

Organization: *Student Ambassador Program*

Time: 00:30

Aired: *December 7, 2014*

Topic: *Children's Health*

Organization: *National Duckprints Campaign*

Time: *00:60*

Aired: *December 14, 2014*

Topic: *Beware of Fake Package Notices as Holidays Approach*

Organization: *Better Business Bureau*

Time: *00:60*

Aired: *December 14, 2014*

Topic: *Healthy Living*

Organization: *Weight-Control Information Network*

Time: *00:30*

Aired: *December 14, 2014*

Topic: *Placing Greyhounds in Good Homes*

Organization: *Greyhound Friends*

Time: *00:30*

Aired: *December 14, 28, 2014*

Topic: *Protecting Your Investments*

Organization: *US Commodity Futures Trading Commission*

Time: *00:30*

Aired: *December 21, 2014*

Topic: *Healthy Habits for the Holidays*

Organization: *Tune Into Wellness*

Time: *00:60*

Aired: *December 21, 28, 2014*

Topic: *10 Tips to Enjoy a Fraud-Free Holiday Season*

Organization: *Better Business Bureau*

Time: *01:30*

Aired: *December 21, 28, 2014*

Topic: *Get Ready for Rough Weather*

Organization: *Car Care Council*

Time: *00:30*

Aired: *December 28, 2014*

PUBLIC SERVICE ANNOUNCEMENTS

Topic: *Reduce. Relight. Recycle.*

Organization: *Compact Fluorescent Lightbulb Recycling, National Electrical Manufacturers Association*

Time: 00:30

Aired: 10/5/14, 11/2/14, 11/16/14, 12/14/14

Topic: *Diabetes 10 City Challenge*

Organization: *Glaxos Smithkline*

Time: 00:60

Aired: 10/5/14, 11/16/14

Topic: *Don't Be Blind to Diabetes*

Organization: *American Diabetes Association*

Time: 00:60

Aired: 10/5/14, 10/26/14, 11/2/14, 11/23/14

Topic: *Spay or Neuter*

Organization: *People for the Ethical Treatment of Animals (PETA)*

Time: 00:30

Aired: 10/5/14

Topic: *Joan Rivers—Beauty is Bone Deep, Osteoporosis*

Organization: *American Academy of Orthopaedic Surgeons*

Time: 00:30

Aired: 10/5/14, 11/2/14

Topic: *A Baby's Story*

Organization: *March of Dimes*

Time: 00:60

Aired: 10/5/14, 11/2/14, 11/23/14

Topic: *Playground*

Organization: *American Academy of Orthopaedic Surgeons*

Time: 00:60

Aired: 10/5/14

Topic: *Someday*

Organization: *Social Security Administration*

Time: 00:30

Aired: 10/12/14, 11/9/14, 11/30/14, 12/21/14

Topic: *Health Security Index*

Organization: *Catholic Healthcare West*

Time: 00:60

Aired: 10/12/14

Topic: *High Blood Pressure*

Organization: *Novartis*

Time: 00:60

Aired: 10/12/14

Topic: *COPD*

Organization: *Pfizer*

Time: 00:60

Aired: 10/12/14

Topic: *Imagine*

Organization: *St. Jude Children's Research Hospital*

Time: 00:20

Aired: 10/19/14, 11/9/14, 12/14/14, 12/28/14

Topic: *Childhood Obesity*

Organization: *Centers for Disease Control and Prevention, US Department of Health and Human Services*

Time: 00:30

Aired: 10/19/14, 11/23/14, 12/7/14

Topic: *Lisa Edelstein—Choosing Healthy Foods*

Organization: *The Cancer Project*

Time: 00:30

Aired: 10/19/14

Topic: *Fighting the Flu Together*

Organization: *Novartis*

Time: 00:60

Aired: 10/19/14

Topic: *Greyhound Adoption*

Organization: *Greyhound Friends*

Time: 00:30

Aired: 10/26/14

Topic: *Botox Cosmetic*

Organization: *Allergan*

Time: 00:60

Aired: 10/26/14

Topic: *Healthy Scalp*

Organization: *Head & Shoulders*

Time: 00:60

Aired: 10/26/14

Topic: *Spinal Fusion Surgery*

Organization: *Stabilimax*

Time: 00:60

Aired: 10/26/14

Topic: *Imagine*

Organization: *St. Jude Children's Research Hospital*

Time: 00:30

Aired: 10/26/14, 11/2/14, 12/7/14, 12/21/14

Topic: *Aphrodite's Spa—Check Yearly, See Clearly*

Organization: *AARP, Vision Council*

Time: 00:30

Aired: 11/2/14, 12/14/14

Topic: *A Baby's Story*

Organization: *March of Dimes*

Time: 00:15

Aired: 11/2/14

Topic: *Cold Weather and Comfort Foods*

Organization: *McNeil Nutritionals*

Time: 00:60

Aired: 11/9/14

Topic: *Fetal DNA Testing*

Organization: *Sequenom*

Time: 00:60

Aired: 11/9/14

Topic: *Surviving Cancer*

Organization: *National Coalition for Cancer Survivorship*

Time: 00:60

Aired: 11/16/14

Topic: *Ashley Judd*

Organization: *Peace Corps*

Time: 00:30

Aired: 11/16/14

Topic: *Meningococcal Vaccinations*

Organization: *National Meningitis Association*

Time: 00:60

Aired: 11/23/14

Topic: *Generic*
Organization: *Worcester Animal Rescue League*
Time: 00:30
Aired: 11/30/14

Topic: *Back Pain in Children*
Organization: *American Academy of Orthopaedic Surgeons*
Time: 00:60
Aired: 12/7/14

Topic: *A Baby's Story*
Organization: *March of Dimes*
Time: 00:30
Aired: 12/7/14

Topic: *Date to the Doctor*
Organization: *American Academy of Orthopaedic Surgeons*
Time: 00:60
Aired: 12/7/14

Topic: *Keri Russell—Pertussis*
Organization: *Parents of Kids with Infectious Diseases*
Time: 00:60
Aired: 12/14/14

Topic: *Rusty Wallace—You're the Professional/Buckle Up*
Organization: *US Department of Transportation*
Time: 00:60
Aired: 12/14/14

Topic: *Morgan Freeman—Colorectal Cancer*
Organization: *Centers for Disease Control and Prevention, US Department of Health and Human Services*
Time: 00:30
Aired: 12/21/14

Topic: *Mike Farrell—Youth Violence*
Organization: *People for the Ethical Treatment of Animals (PETA)*
Time: 00:30
Aired: 12/21/14

Topic: *Imagine*

Organization: *St. Jude Children's Research Hospital*
Time: 00:60
Aired: 12/21/14

Topic: *Low Dose Aspirin*
Organization: *American Heart Association, Bedrock Brands*
Time: 00:60
Aired: 12/21/14

Topic: *Jennifer Lopez—Pertussis*
Organization: *March of Dimes*
Time: 00:60
Aired: 12/28/14

Topic: *High Blood Pressure*
Organization: *AstraZeneca*
Time: 00:60
Aired: 12/28/14

Topic: *Osteoarthritis of the Knee*
Organization: *Sanofi-Aventis*
Time: 00:60
Aired: 12/28/14

Topic: *Alzheimer's Disease*
Organization: *Pfizer Pharmaceuticals*
Time: 00:60
Aired: 12/28/14

Topic: *Give New Pets a Healthy Head Start*
Organization: *American Veterinary Medical Association*
Time: 00:30
Aired: 12/28/14

Public Service Campaigns

WAAF raised funds for the hungry on December 17-19, 2014

WAAF's Rock for Change took place Wednesday, December 17th through Friday, December 19th. For the three days, WAAF's Hill-Man was on-air playing requests that were accompanied by donations. The annual effort to raise funds for the Greater Boston, Worcester County, and New Hampshire Food Banks collected over \$67,000.

WAAF promoted and sponsored various charity events in 4th quarter 2014

WAAF promotes and sponsors various charities with on-air mentions in the segment called "Give 'Em Hell-p." These PSAs highlight 1-2 charity events with which WAAF is participating.

WAAF website promotes charity work in 4th quarter 2014

WAAF's website continues to promote various charities by providing information to the community. WAAF's website links listeners with community events like Branch Street Fire Victims Relief Fund, 4th Annual Major David "Klepto" Brodeur Memorial 5K, Halloween Witch Ride to benefit MDA-Fighting Muscle Disease, Guild for Human Services Trick-or-Treat Trot 5K and 1 Mile Fun Run, National Kidney Foundation Annual Boston Kidney Walk, Barnes & Noble Fundraising Bookfair and Book Signing to benefit iPods for Wounded Veterans, Northwest Atlantic Marine Alliance's Rock the Boat Fundraiser, Joslin Diabetes Fundraiser at Antico Forno, Terramia and Cobblestone Restaurants, Arthritis Foundation's Lifetime Achievement Award Dinner with a Sports Connection: Honoring Joe Castiglione, Paint Party Fundraiser to benefit the Northeast Animal Shelter, and Decorate Cupcake Party for Homeless and local Heroes.

